



CROSSMEDIAL STRENGTH FOR LOCAL MARKETS



WELCOME TO OUR PROJECT

„Crossmedial strength for local markets“ is part of our focused strategy. For different target groups we constantly develop different products and combine them by using different channels. Such a linkage is often just a bagatelle for technicians. But for the people, who are producing content or selling advertising, it is a new challenge. Editors and reporters as well as sales people learned to think one-dimensional in the past. They mostly worked for only one channel. Before they can produce or sell crossmedial in the future, they have to think crossmedial in present.

Understanding the change is the first step to transformation. That is the basis for our project. We fired the enthusiasm of the editorial staff with change-management, workshops and trainings. Also special crossmedia-editors were educated and sent out to local editorial departments. We divided our distribution area into seven smaller crossmedia-units. The sales-teams developed new offers for our clients. The issues of this project you can read, watch and listen here.





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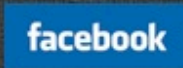


LOCAL FIRST

After the first German match against Australia at the soccer world-cup in South Afrika there were victory parades all over the region. At the next morning we knew that there was an accident in Krefeld, where a car hit the crowd. Thereby a man was injured very badly. We reported the news at our website directly and spreaded the news via social networks as twitter. At the same time we ask for eyewitnesses in this way. People contacted us immediately and told their story. They even sent pictures. The story developed and we were able to write a lead story not only for the local website but also for the newspaper. A second example: In February 2010 many German towns were affected by a nationwide strike. Buses, rails and trams did not ride. Therefore the editorial department of the „Rheinische Post“ informed the readers about the local consequences on time. In the day of the strike RP Online launched a complaining-box. More than 600 people commented the current situation or expressed their displeasure - especially about the effects on the traffic in the cities. The best quotations were published at the frontpage of the „Rheinische Post“. Other hints and informations of our readers were used for different print- and online-articles as well as for service-columns. In this way the editorial stuff of different



media channels generated interactive local reports, which affords much more than local news and informations.





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TODAY, 6:38 AM
 WORAUF SIE SICH FREUEN KÖNNEN -
 DAS SIND DIE EVENTS DES SOMMERS

TODAY, 4:39 AM
 POLIZEI SCHNAPPT BETRÜGER -
 GEFÄLSCHTER PASS: GEBOREN AM 31.
 JUNI

TODAY, 2:37 AM
 VERSTÄRKT KONTROLLEN - KAMPF
 GEGEN RADWEGPARKER

TODAY, 1:39 AM
 VERPFLEGUNG BEI EINSÄTZEN -
 SCHIMMEL-SCHNITZEL FÜR POLIZISTEN

YESTERDAY, 11:41 PM
 STROM IST LEBENSGEFÄHRlich - STADT
 WARNT VOR BADEN IM RHEIN

YESTERDAY, 10:55 PM
 DÜSSELDORF | RP ONLINE

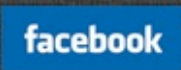
MY BOROUGH IN DUESSELDORF

Since a few months the „Rheinische Post“ publishes the serial „Boroughs of Duesseldorf“ every Saturday. Simultaneously with the reports, the local TV-station „center.tv“ broadcasts related videos. Those videos became a central part of a joint



DVD-project. Starting with the serial the DVD was distributed inside the newspaper-edition. In winter 2009 the „Rheinische Post“ also presented the Duesseldorf-Edition „films treasures“. The result: Five DVDs with more than 400

hours of historical videos from amateur film-makers posted by the readers of „Rheinische Post“ and the users of RP Online.





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HEARTBEAT-MAGAZINE

When your heart beats too quickly or not regularly, you are either ill or you are in love ... or you are a reader or listener of our magazine „Herzrasen“. Reporters risk self-experiments - as example Jupp, a young journalist, who "tests the world" every week and shows his experiences in videoclips. There ist also a print edition of the magazine every few months. Herzrasen also has its own webradio station - tips, tests and the top ten - live on „herzrasen.fm“, the webradio for all music-fans in the Duesseldorf area and all over the world.



YESTERDAY, 9:25 PM
 HERZRASEN-TICKER - BRASILIEN GEGEN
 DIE SUPERDEMOKRATEN

YESTERDAY, 3:00 PM
 JUPP TESTET DIE WELT - WM-BIERE - HEUTE:
 PORTUGAL

JUNE 13, 3:01 PM
 TELETEST - FRAU JOHANSSONS WEG
 NACH UNTEN

JUNE 13, 3:00 PM
 JUPP TESTET DIE WELT - WM-BIERE - HEUTE:
 JAPAN

JUNE 10, 3:01 PM
 ABOUT A BOY SPEZIAL - DAS WM-
 TAGEBUCH DES HERRN LÖW (5)

HERZRASEN | RP ONLINE





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THE BROADCAST WITH THE INTERNET

In cooperation with the local radio-station „Antenne Düsseldorf“ RP Online created the webtv-and radio-broadcast „Die Sendung mit dem Internet“.

Daniel Fiene and Franziska Bluhm are live on air on every monday. You have different kinds of ways to listen to them: via radio, radiostream in the web or you can watch the webcam-stream via RP Online. You can also participate on the show via the livechatfunction. After the show you can also download the audio-podcast and put in on your PC or use it mobile with your iPod, iPad and iPhone.



JUNE 7, 2:06 PM
 SENDUNG VOM 08 JUNI: IPHONE 4 + WA
 TIPPS + GRUPPENEINKÄUFE +
 BUNDESPRÄSIDENTENWAHL

Heute begleiten wir die Steve-Jobs
 Keynote, die während der
 Sendung lief und auf der das
 iPhone 4...

JUNE 5, 8:04 AM
 SENDUNG VOM 31.05.: STEUERTIPPS, DAS
 IPAD IST DA, FACEBOOK ABSICHERN

Wir klären, wie das Netz bei der
 Steuererklärung hilft, welche
 Folgekosten beim iPad-Kauf auf
 Sie...

MAY 17, 8:10 AM
 SENDUNG VOM 17. MAI: DAS WLAN-
 URTEIL, FRIEDENSPLÄTZCHEN,
 NAMESERVER, SMARTPHONE-SPIELE

Wie schütze ich mein WLAN,
 Webtipp der Woche aus Unterbilk,
 wie das Internet funktioniert,
 welche...

MAY 10, 1:16 PM
 SENDUNG VOM 10. MAI: AUSBILDUNGS-

DIE SENDUNG MIT DEM
 INTERNET





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TODAY, 9:03 AM
 ES WAR EIN LEBEN AUF DER BÜHNE, FÜR DIE BÜHNE, 75 JAHRE LANG. AM DIENSTAG IST DIE "HAMBURGER DEERN" IM ALTER VON 95 JAHREN VERSTORBEN. WAS VERBINDEN SIE MIT HEIDI KABEL? - HEIDI KABEL IST GESTORBEN

TODAY, 8:27 AM
 OB SICH DIE AUTORIN JOANNE ROWLING VON MEINEM HOTELZIMMER IN SEAHOUSES (GB) FÜR IHREN ERFOLGSROMAN 'DIE KAMMER DES SCHRECKENS' INSPIRIERT LIESS, VERMAG ICH NICHT ZU SAGEN. - DIE KAMMER DES SCHRECKENS

TODAY, 6:32 AM
 NEUES AUS DER ERSTEN PAUSE. EINE
 HIER SCHREIBEN SIE | OPINIO

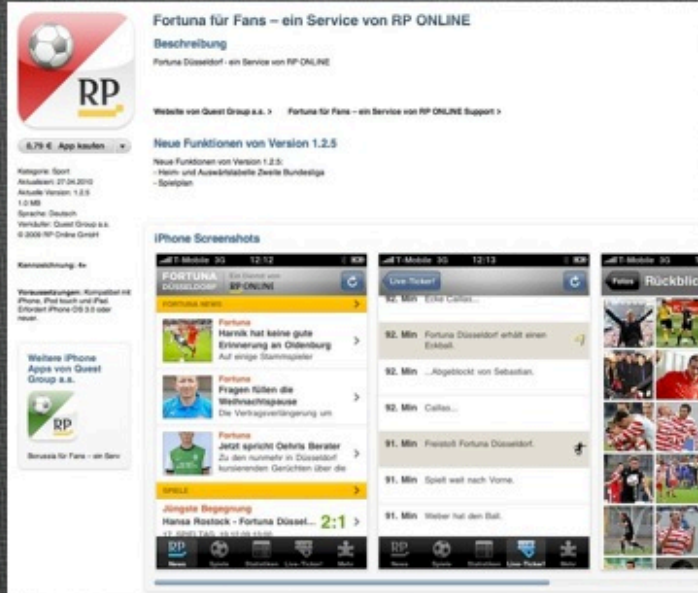
USER GENERATED CONTENT

Opinio is a crossmedial media product which can be used by local readers for local readers. On the website users can write their own stories and publish their own photos. The journalists of the „Rheinische Post“ take the best stories and compose them to a newspaper-page once a week. In addition RP Online has created a club-site. For members of local associations it is possible to present their informations and activities to a bigger audience.





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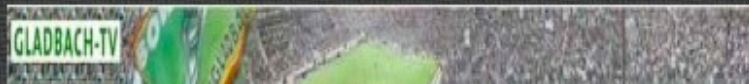


APPS AND VIDEOS FOR LOCAL FANS

Sport, particularly football, is a special interest. In the distribution area of the „Rheinische Post“ there are four professional teams of the first or second German league. For the fans of these clubs we designed special video-formats as „Gladbach-TV“ and „Fortuna-TV“ plus two iPhone-Apps with a lot of information about games, the players, with statistical information and the popular live-ticker of RP Online. Naturally our clients can use the normal mobile-services too - local news always and everywhere.



TODAY, 4:45 AM
 FORTUNA - BILDER VOM TRAININGSAUFTAKT VOR 30 JAHREN
 JUNE 13, 4:25 AM
 FORTUNA - DER WEG VON DER OBERLIGA IN DIE 2. LIGA
 FORTUNA DÜSSELDORF | RP ONLINE





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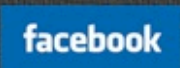


LOCAL COMMUNITY AND LOCAL BUSINESS-BROWSER



Special offers for special local target groups: This is the idea of „tonight“ and „topics“. The local community „tonight“ offers a lot of informations for young people. Therefore we send nightscouts to discotheques, partys and special events, taking pictures of guests and stars. We present new films, music, bands and DJs and an event-database with a lot of web-2.0-features. Compared with that the local business browser „topics“ is adressed to people, who are interested in

thematically sorted news, a complete archive or stories about local businesses and managers. Other categories are the focal point of the week, interviews and blogs.





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LOCAL E-COMMERCE AND ADVERTISING

Advertisement is information. So we developed special offers for local companies. As every company has special needs we offer products which fit those special needs and place them perfectly meet the target group. "Enterprises in the focus" is one of these offers. Another one is the online-auction "Kaufdown", which goes down from a high to a lower price every minute. The first bidder, who accepts the price, gets the product. One highlight in the history of "Kaufdown" was a round-the-world-trip-offer with an auction price of 25.000 Euro. In cooperation with other newspapers we launched "kalaydo", a regional search-platform.





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NEW MARKETS AND COOPERATIONS

To expand into new markets we developed new offers - as example POS, a point-of-sale-service in a big bookstore at the central station of Düsseldorf. Another example is our cooperation with the "Presse Grosso Marketing GmbH", which presents RP Online scoops and headlines in 560 german shops via its nationwide digital screen-system "VISTONE". To bring news and advertisement to places, where the people really are, is an essential part of our customer-centric-communication-concept. Further we cross-link our online-services to a lot of relevant local and hyperlocal sites. Either RP Online becomes an official partner of these local sites or the partner can use affiliate-affords like embedded RSS-Feeds. Also we strictly use link-ups to the most important social medias as facebook, twitter and the sites of the german VZ-group.





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MEDIAGROUP RP

Rheinisch-Bergische Verlagsgesellschaft mbH
Company Organisation / Project Management
Zuelpicher Strasse 10
40196 Duesseldorf
GERMANY

Berthold Blesenkemper
Projectmanager

Phone: +49 211 505 1332
Fax: +49 211 505 1001332

berthold.blesenkemper@rbvg.de

